

POLL TABULATION

- A) SIZE OF SAMPLE (NUMBER OF ROOMS)
- B) ASLEEP OR NOT IN ROOM (NUMBER OF ROOMS)
- C) IN ROOM BUT NOT LISTENING (NUMBER OF ROOMS)
- D) IN ROOM AND LISTENING TO RADIO (NUMBER OF ROOMS)
- E) LISTENING TO WYBC (NUMBER OF ROOMS)
- F) LISTENING BUT D.K. PROGRAM AND STATION (NUMBER OF ROOMS)
- G) IDENTIFIED SPONSOR (NUMBER OF ROOMS)
- H) TOTAL NUMBER OF LISTENERS TO WYBC
- I) TOTAL NUMBER OF ROOMS FROM WHICH SAMPLE WAS TAKEN

1.) AVAILABLE AUDIENCE: $\frac{A-B}{A}$

2.) SETS IN USE: $\frac{D}{A}$

3.) SHARE OF AUDIENCE: $\frac{E}{D-F}$

4.) PROGRAM RATING: $\#2 \times \#3$

5.) SPONSOR IDENTIFICATION: $\frac{G}{E}$

6.) AVERAGE NUMBER OF LISTENERS PER LISTENING ROOM: $\frac{H}{D}$

7.) STANDARD ERROR:

$$\sqrt{\frac{\frac{E}{A} \left(1 - \frac{E}{A}\right) \left(1 - \frac{A}{I}\right)}{A}}$$

